

## **Historic, Archive Document**

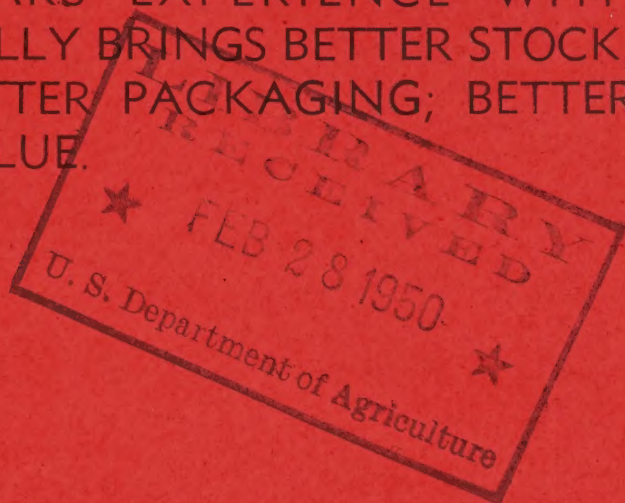
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WE SELL MORE **AMERICAN HOLLY**  
THAN ALL OTHER NURSERIES  
COMBINED.

40 YEARS EXPERIENCE WITH  
HOLLY BRINGS BETTER STOCK;  
BETTER PACKAGING; BETTER  
VALUE.



# 1950

## RETAIL PRICE LIST

**Earle Dilatush**  
***Holly Specialist***

"AT THE SIGN OF THE . . .  
**RED CARDINAL BIRD**"

Route 25 between Hightstown & Bordentown

**ROBBINSVILLE, NEW JERSEY**







EARLE DIATASH  
Robbinsville, New Jersey 1950

## > "CHRISTMAS CANDLE"

### Mailing Tubes Postpaid

- Fine Little Holly
- Shiny Red Mailing Tube
- Bright Green Label
- Attractive Plastic Pot

6" - 12" tree 2 yrs. old	\$1.00 each
12" - 15" tree 3 yrs. old	\$2.00 each

SHIPPED — POSTPAID

(Send Male and Female pairs as gifts)





## 24" - 30" MERRY CHRISTMAS



### NATURE PACKED HOLLY TREES

- Growing right in a wire basket full of rich Oak Leafmold. Fully established. (We merely pick up and ship to you; No roots are cut; trees do not know they are moved.)
- You plant wire basket and all.  
(Dig big hole; plant Holly to depth of top wire of basket; fill in earth around basket. Soak with water when planting; water once a week while tree is growing. Wire rusts away long before roots become large. Roots go right thru the special paper lining of basket.)
- Female (Berry-Bearing) Varieties.

We do not ship Male (Non-Berry) Hollies unless requested.



## Nature Packed Holly Tree Price List.

HT.	APPRX. AGE	PRICE	APPRX. WT.
18-24"	4 yrs.	5.00	55 lbs.
24-30"	5 yrs.	7.50	70 lbs.
30-36"	6 yrs.	10.00	100 lbs.
36-42"	7 yrs.	15.00	160 lbs.
42-48"	8 yrs.	20.00	200 lbs.
48-54"*	8-9 yrs.	25.00	220 lbs.
54-60"*	9-10 yrs.	30.00	300 lbs.
60-66"*	10 yrs.	35.00	300 lbs.
66-84"*	10-12 yrs.	45.00	4-500 lbs.

\* Sometimes balled when roots are too extensive for Nature Packed wire basket. Necessary Oak Leafmold and Plantfood furnished in lieu of the Nature Pack in such cases.

Above prices are F.O.B. Nursery. See last pages for shipping methods and charges.



48-54" Bountiful type Nature Pack





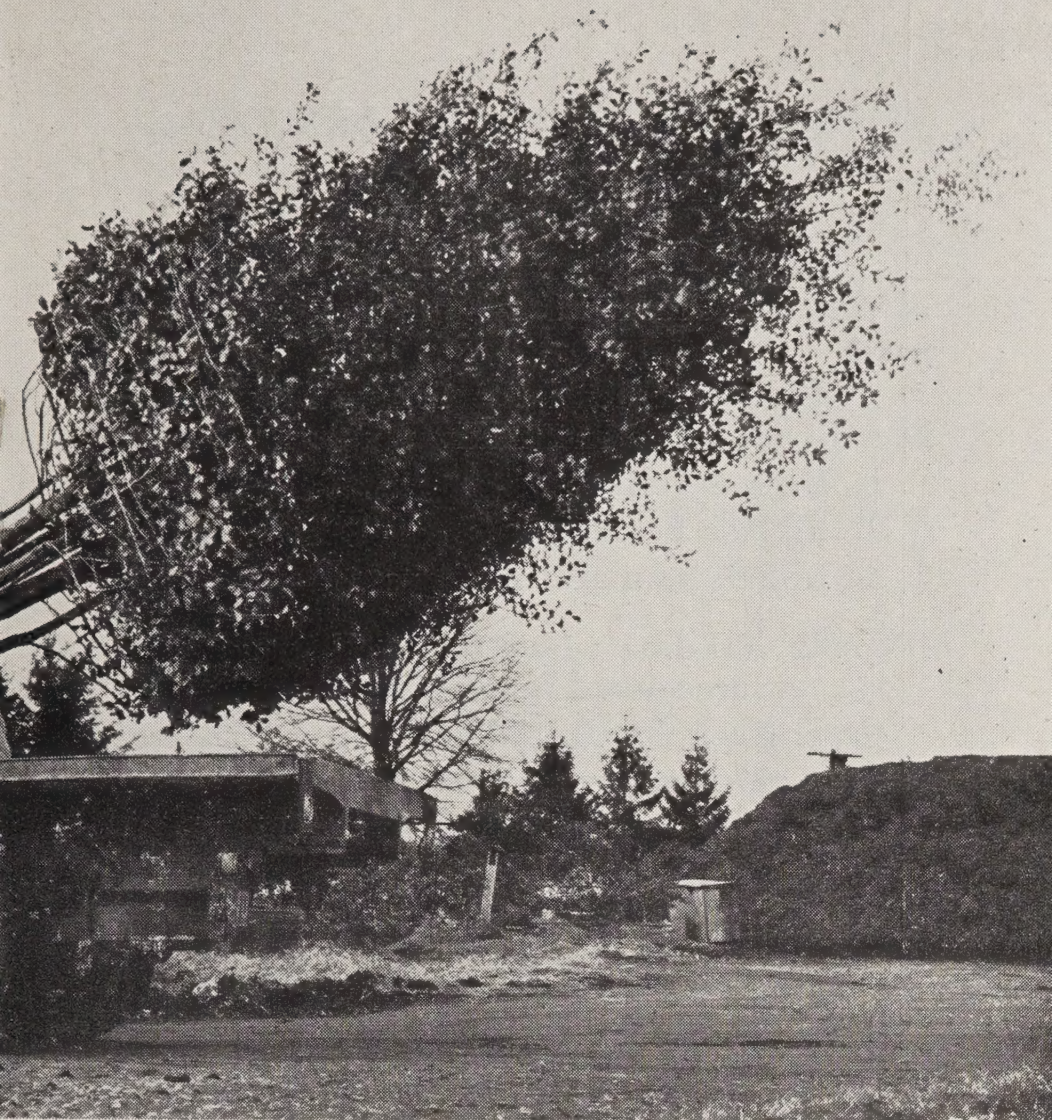
## VERY LARGE SPEC

- Very wide, dense, heavily berried specimens in many shapes and sizes.
- Huge earth balls varying from one to six tons each.
- Experienced men to handle and plant them for you.
- Assurance that your investment is safe. We replace any large tree (which we plant) that does not survive the first season, (where there is evidence that it has been given proper care and watering.)

**WE PREFER THAT YOU PERSONALLY  
SELECT SPECIMENS AT THE HOLLY  
FARM IN THESE SIZES.**

**(There are more than a thousand trees here  
over 10'; none alike; all beautiful.)**





# CIMEN HOLLIES

## PRICE LIST.

HT.	WIDTH				
	5 Ft.	6 Ft.	8 Ft.	10 Ft.	12 Ft.
7'	60.00	75.00	90.00		
8'	60.00	75.00	100.00	125.00	
10'		100.00	125.00	150.00	175.00
12-16'			125.00	175.00	200.00

## How to Compute Delivered and Planted Price?

Above prices are F.O.B. loaded, and include \$6-12 worth of necessary Oak Leaf-mold and Organic fertilizer per tree.

Only "extras" are:—

1. Truck delivery charge computed at 20¢ per mile ROUND TRIP.
2. Labor Charge, including skilled foreman, @ 1.50 per hour per man PORTAL TO PORTAL; minimum of three men on most plantings.

Our personal supervision (where wished) @ 2.50 per hour. (optional; our foremen are highly skilled.)



## NAMED VARIETIES OF ILEX OPACA (AMERICAN HOLLY)

There are many hundreds of varieties of American Holly. Some good; some not so good.

We recommend the following varieties because of three main advantages:

1. Darker foliage
2. Earlier bearing
3. A definite manner of growth and shape.

**DWARF** (Habit; wider than tall, spreading, occasional upshoots, slow growing)

*Uses:* Rock Gardens, Foundation plantings

*Var.* "Massachusetts"

*Special Prices Inquire.*

**HEDGE:** (Habit; nearly as wide as tall, slow growth.)

*Uses:* Hedges and Ornamental Shrubs

*Var.* "Christmas Hedge"\*

"King Christmas" (Hedge) Male\*

"Clarke"

"Cardinal Hedge"

**STANDARD DENSE:** (Habit; formal generally round top or pyramidal.)

*Uses:* Best all round landscape type.

*Var.* "Cardinal" "King Cardinal" Male

**INTERMEDIATE** (Habit; Neither very dense nor very loose.)

*Uses:* Specimen lawn trees, landscape.

*Var.* "Bountiful" "King Bountiful" Male

**LOOSE** (Habit; Informal, loose growth.)

*Uses:* Informal landscape, Holly Orchards

*Var.* "Merry Christmas" Best spray Holly type. Used extensively in Holly Orchards.

"Old Heavy Berry" Best informal landscape type for natural plantings. (4" - 24" only)\*

\* Available in mailing tube small sizes only.

Yellow Berried and Spineless types — *NEW*  
Also available in mailing tube sizes only.

Trueness to Variety Type — See last page



## HOW MAY YOUR TREES BE SHIPPED?

Via our trucks:

We deliver to most points East of the Mississippi annually spring and fall.  
(Sizes 30" and larger)

Via R. R. Express:

When you wish your trees immediately.  
Sizes up to 60". (Over 60" by truck only.)

### What are the Packing and Shipping Charges . . .

Via our trucks:

No Packing Charge.

Truck delivery charge comparable to R.R. Express. *See sample rates below.*

Via R. R. Express:

Two choices of packing methods:

1. Burlap Wrapped

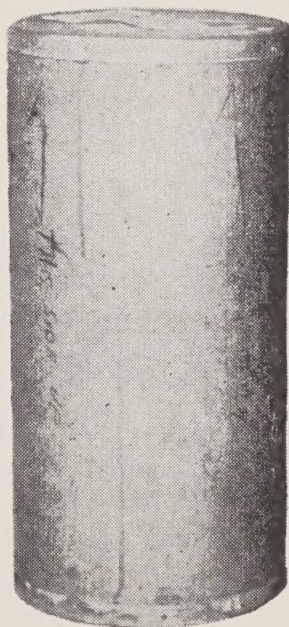
add 10% to F.O.B. Tree Prices.

*(Occasional breakage in transit)*

2. Packed in fibreboard barrels or Crated

add 20% to F.O.B. Tree Prices.

*(Full protection against breakage)*



Sample of Second Class R. R. Express Rates on 100 lbs. from our Holly Farm to below cities, including tax. (Note approximate weights page 3 of this price list. Subject to change.)

TO:

Philadelphia	1.62	Boston	2.68
New York City	1.91	Chicago	5.15
Baltimore	2.43	Detroit	4.64
Pittsburgh	3.45	St. Louis	5.65



## "OAK LEAFMOLD"

- Hollies prefer Oak Leafmold to any other plant food. They will develop greener leaves and better berries when growing in it than they will in any other soil.

- Oak Leafmold is very sour, and is teeming with beneficial bacteria. It is this bacterial action which releases nitrogen and makes available necessary plant foods. Peats or soils mined from under ground pits or bogs are "dead;" they contain little bacteria, and, while they are excellent as mulch, they do not have the food value of Oak Leafmold.

- Oak Leafmold is reasonable in price.

\$1.00 per bag (abt. 1 bu.) FOB

.90 per bag over 10 bags, FOB

*Truckload bulk delivered rates on request.*

*Appreciable reduction.*

**NOTE:** All Hollies listed in this booklet are either furnished with Oak Leafmold or are in the Nature Packed Wire Basket full of Oak Leafmold. No additional leafmold is required unless your soil is very sweet or very poor. However, we do recommend the addition of Oak Leafmold every few years.

## ORGANIC FERTILIZER

*Home mixed or approved commercial brands*

10 lb bag \$1.25

50 lb bag 4.00

100 lb bag 7.00

*Use as per Instructions in our free informative leaflet:—"AMERICAN HOLLY"*

## Trueness To Variety Type:

The following exceptions and notations should be made:

1. A loose growing tree may be made dense by constant pruning. Thus very often old parent trees described as "loose" will actually appear dense.
2. A very young tree does not show its true shape until somewhere around the sixth year. Thus young trees (under 7 yrs.) which we sell cannot be guaranteed to resemble the shape described for the variety shipped to you. However, as they grow up, they should be expected to assume their true shape.
3. Trees over seven years of age may be purchased under the assumption that the trees will resemble the description listed for the variety.







